
Customer Involvement in Transportation Decision-Making

*Tangible Result Driver – Dave Nichols,
Director of Program Delivery*

MoDOT seeks out and welcomes any idea that increases its options, because the department doesn't have all the answers. The department creates and preserves a transportation decision-making process that is collaborative and transparent, involving its customers in the determination of needs right through to the development, design and delivery of projects.



Customer Involvement in Transportation Decision-Making

Number of customers who attend transportation-related meetings

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

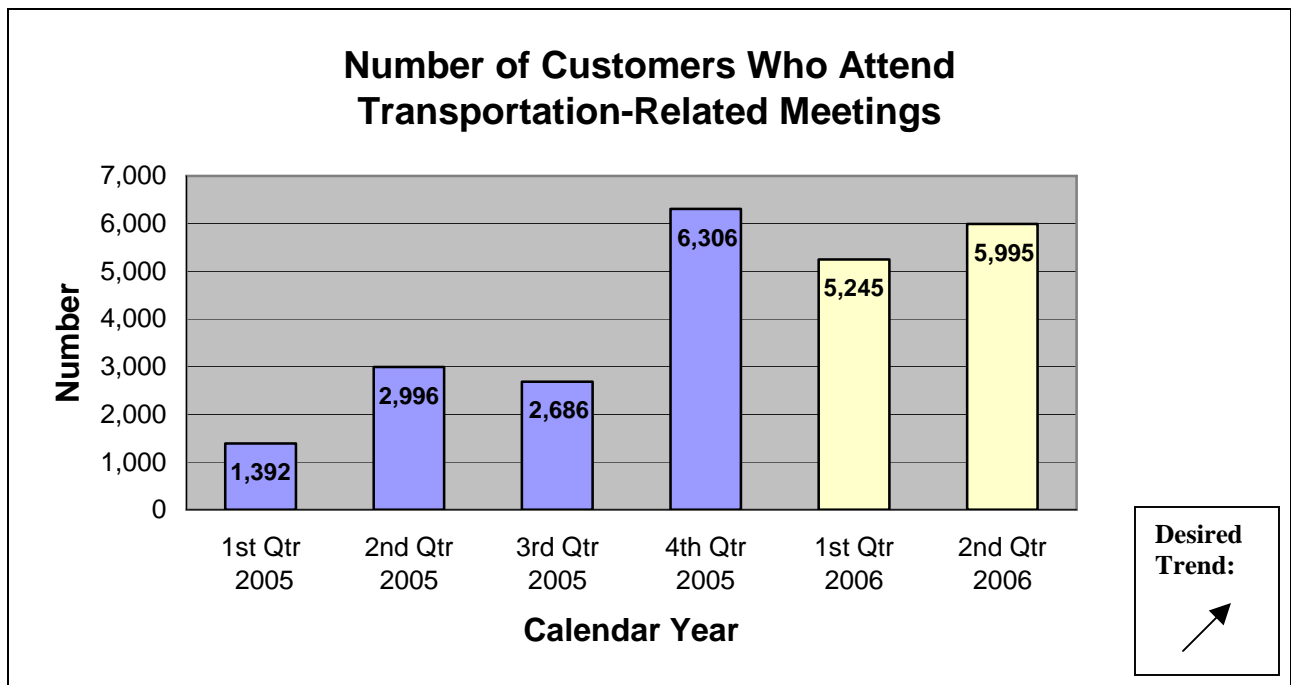
This measure gauges MoDOT's public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, etc., and in terms of public informational events scheduled by MoDOT to keep its customers apprised of project status and potential impacts that could be experienced.

Measurement and Data Collection:

Attendance is determined by analyzing sign-in sheets used at public meetings or by head counts conducted by MoDOT staff.

Improvement Status:

Attendance at public meetings/hearings hosted by MoDOT nearly doubled during the second quarter of 2006, compared to the same quarter in 2005. Just shy of 6,000 persons attended 307 public meetings held during the second quarter of 2006. The increase continues to reflect MoDOT's involvement of the public and stakeholders in the development of major projects associated with the Smoother, Safer, Sooner program and MoDOT's emphasis on providing work zone information to its customers.



Customer Involvement in Transportation Decision-Making

Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

This measure tracks responses made by MoDOT to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and that will become part of the project's official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

Measurement and Data Collection:

MoDOT Design, Community Relations (CR) and Organizational Results developed a survey instrument in cooperation with the Missouri Transportation Institute for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who attended meetings in a five-year period. A continuing survey process is underway, with contacts made each time a project reaches the official public hearing milestone. Data is analyzed twice each year.

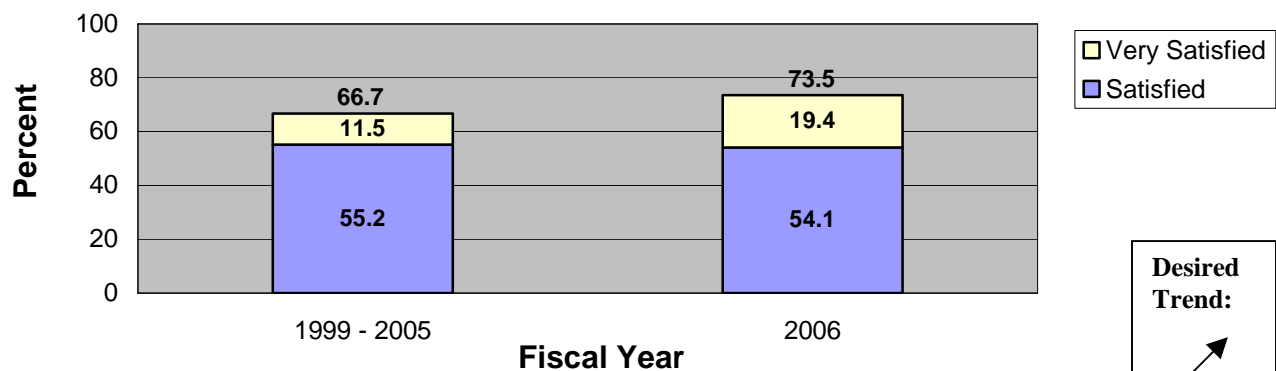
Improvement Status:

During FY 2006, people who attended public hearings for 33 projects in nine MoDOT districts were surveyed. Nearly three quarters of the respondents (73.6 percent) were satisfied with how their questions and comments were handled by MoDOT – up from 66.7 percent a year ago. Also, the number of people who were very unsatisfied decreased from 13.2 to 10.5 percent and those who were unsatisfied dropped from 20.1 to 15.9 percent.

Other survey questions showed dramatic improvement: 84.9 percent said they clearly understood the information and explanations given by MoDOT – up from 66.3 percent; and 73.8 percent said the decision-making process was open, transparent and fair – a jump from 58.1 percent. The survey response rate was nearly 35 percent, which exceeded the survey administrator's goal of 30 percent, demonstrating that as the time between the public hearing milestone and receipt of the survey decreases, the response rate and the approval rate increase.

Quarterly discussions and reviews of Tracker measures with CR Managers across the state continue to help enhance performance in the area of public involvement and proactive communication with MoDOT customers.

**Percent of Customers Who Are Satisfied With Feedback
They Receive From MoDOT After Offering Comments
Overall Satisfaction**



Customer Involvement in Transportation Decision-Making

Percent of customers who feel MoDOT includes them in transportation decision-making process

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Machele Watkins, Transportation Planning Director

Purpose of the Measure:

This data will assist in identifying the effectiveness of MoDOT's project planning outreach efforts.

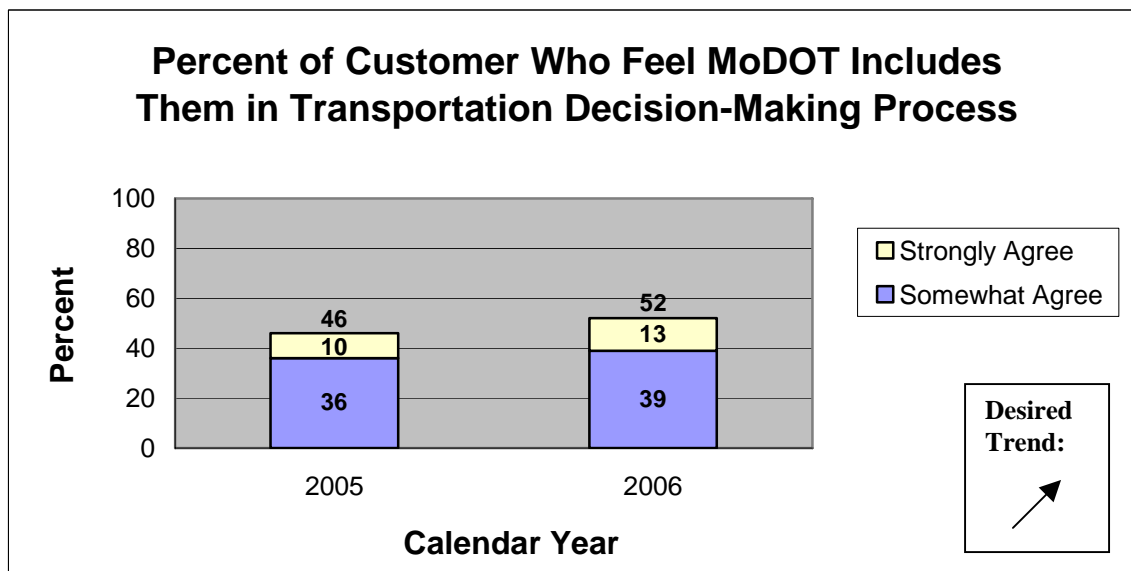
Measurement and Data Collection:

Data was collected through a statewide telephone survey of 3,500 Missourians. Survey data originally collected for MoDOT's long-range planning initiative called Missouri Advance Planning, or MAP, in May 2005 provided a baseline for comparison of this year's survey.

Improvement Status:

Fifty-two percent of the sample feels MoDOT takes into consideration their concerns and needs when developing transportation decisions, up from 46 percent in 2005. Dissatisfaction with MoDOT has dropped from 44 percent in 2005 to 37 percent in 2006. MoDOT anticipates that continuing community outreach and communication efforts will result in greater public support in transportation decision-making.

Part of Transportation Planning's MAP effort has been to increase and improve the public's involvement in transportation decision-making. To accomplish this, six groups were created, called Regional Working Groups (RWG). These groups consisted of Missouri citizens that included economic development leaders, educators, farmers, bankers, community leaders and others. RWG members helped MoDOT analyze transportation policies and strategies in an effort to plan for Missouri's transportation future. When they concluded their work in May 2006, each group had met five times. This form of public outreach provides customer involvement in transportation decision-making.



Customer Involvement in Transportation Decision-Making

Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Machelles Watkins, Transportation Planning Director

Purpose of the Measure:

This measures MoDOT's efforts of including planning partners (members of metropolitan planning organizations and regional planning commissions) in transportation-related decision-making. The percent of positive feedback through the surveys demonstrates planning partners' involvement.

Measurement and Data Collection:

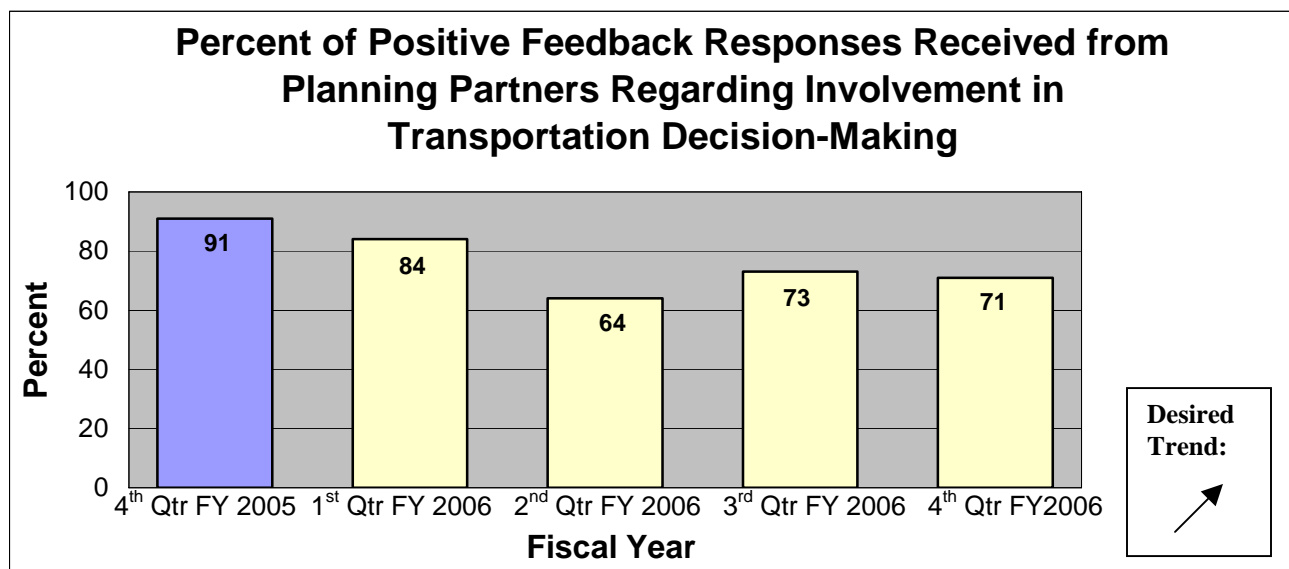
MoDOT Transportation Planning has worked with Missouri Transportation Institute (MTI) to develop a survey for use at MoDOT administered meetings. The survey measures planning partners' involvement in the transportation decision-making process. The survey answers were based on the following scale: strongly disagree, disagree, agree and strongly agree.

Improvement Status:

Beginning in FY 2007, the quarterly survey will become an annual survey focusing more on feedback regarding overall involvement of local officials and community leaders in the planning process rather than on individual MoDOT meetings. Planning partners have indicated a survey following each public outreach meeting is excessive, and thus the survey participation and feedback have declined. MoDOT is continuously improving outreach efforts with transportation planning partners in making transportation-related decisions.

The following results indicate positive experiences and involvement in the outreach efforts.

- 20 of 22 completed surveys in the 4th quarter of state fiscal year 2005
- 37 of 44 completed surveys in the 1st quarter of state fiscal year 2006
- 9 of 14 completed surveys in the 2nd quarter of state fiscal year 2006
- 8 of 11 completed surveys in the 3rd quarter of state fiscal year 2006
- 15 of 21 completed surveys in the 4th quarter of state fiscal year 2006



Note: The percent for each quarter reflects agree and strongly agree answers from the survey.

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